

FIG. 1

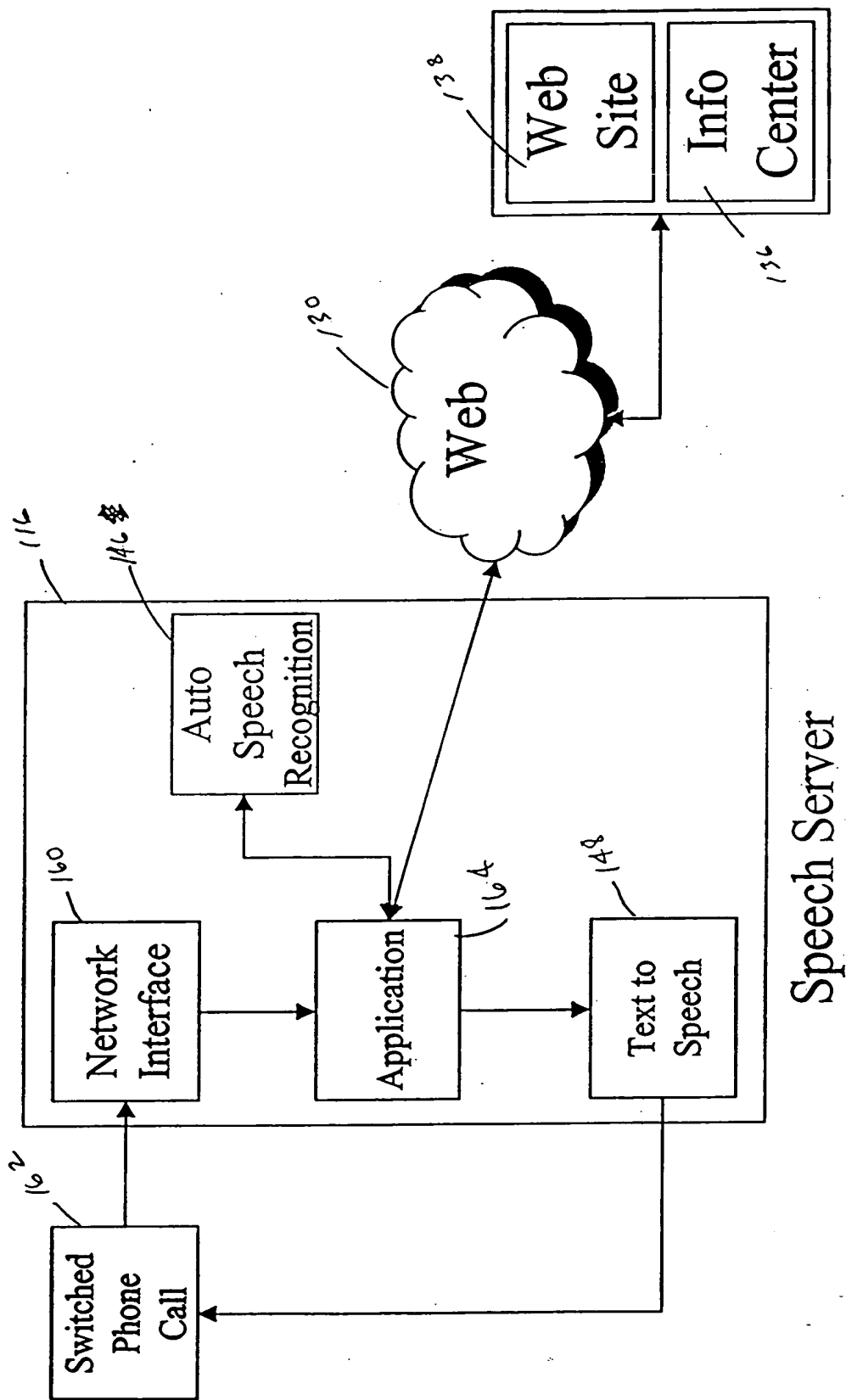


FIG. 2

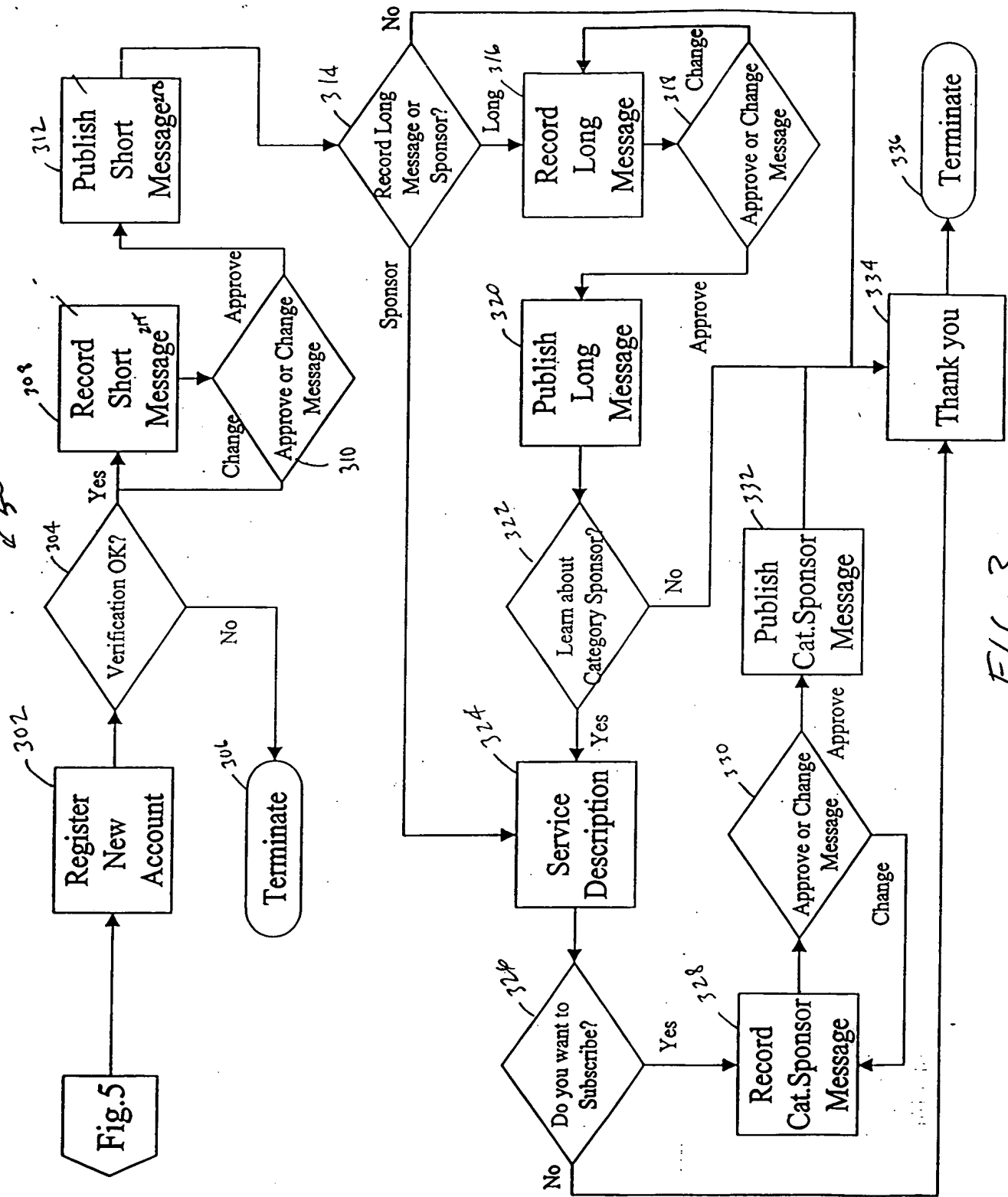


FIG. 3

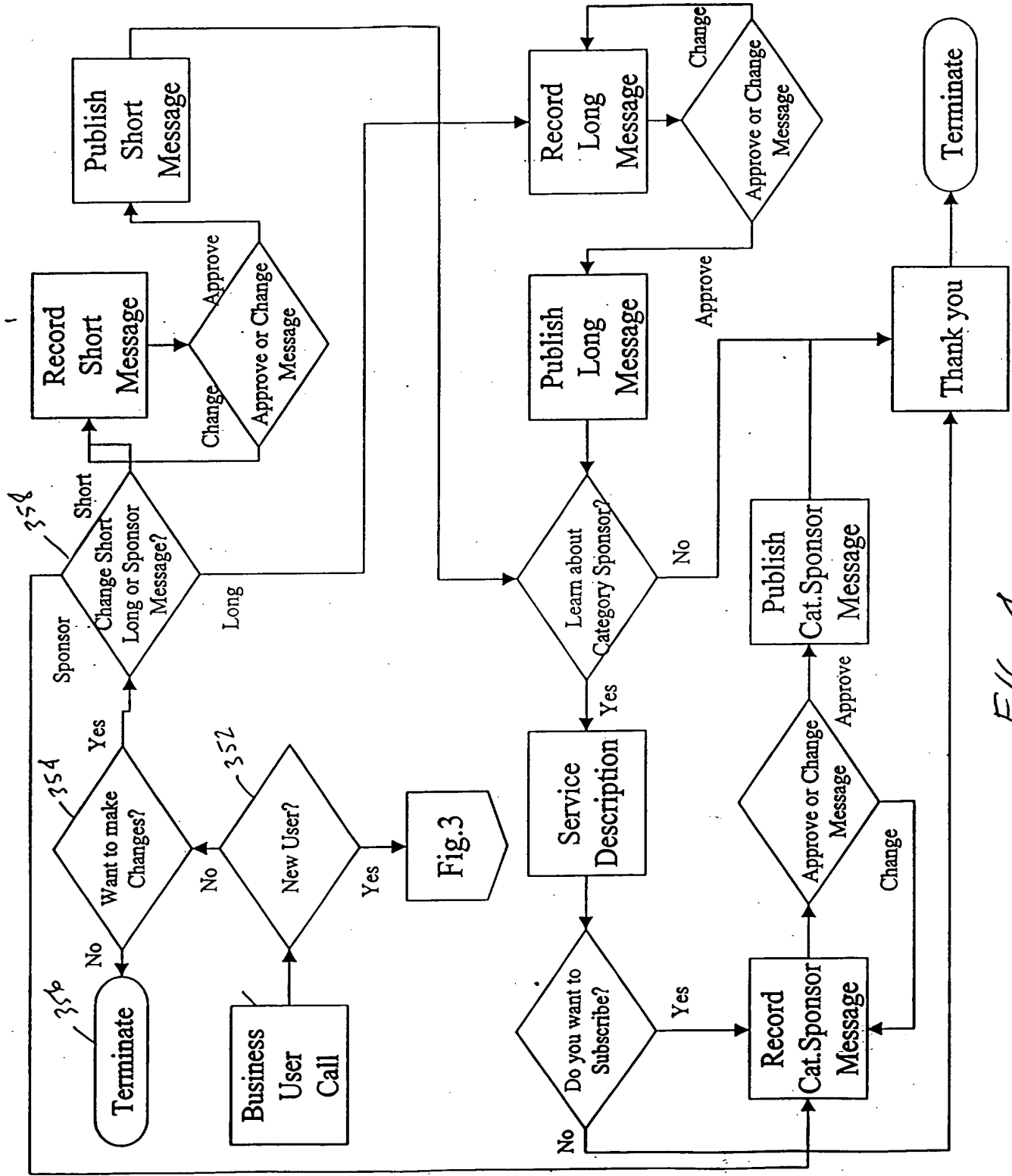


FIG. 4

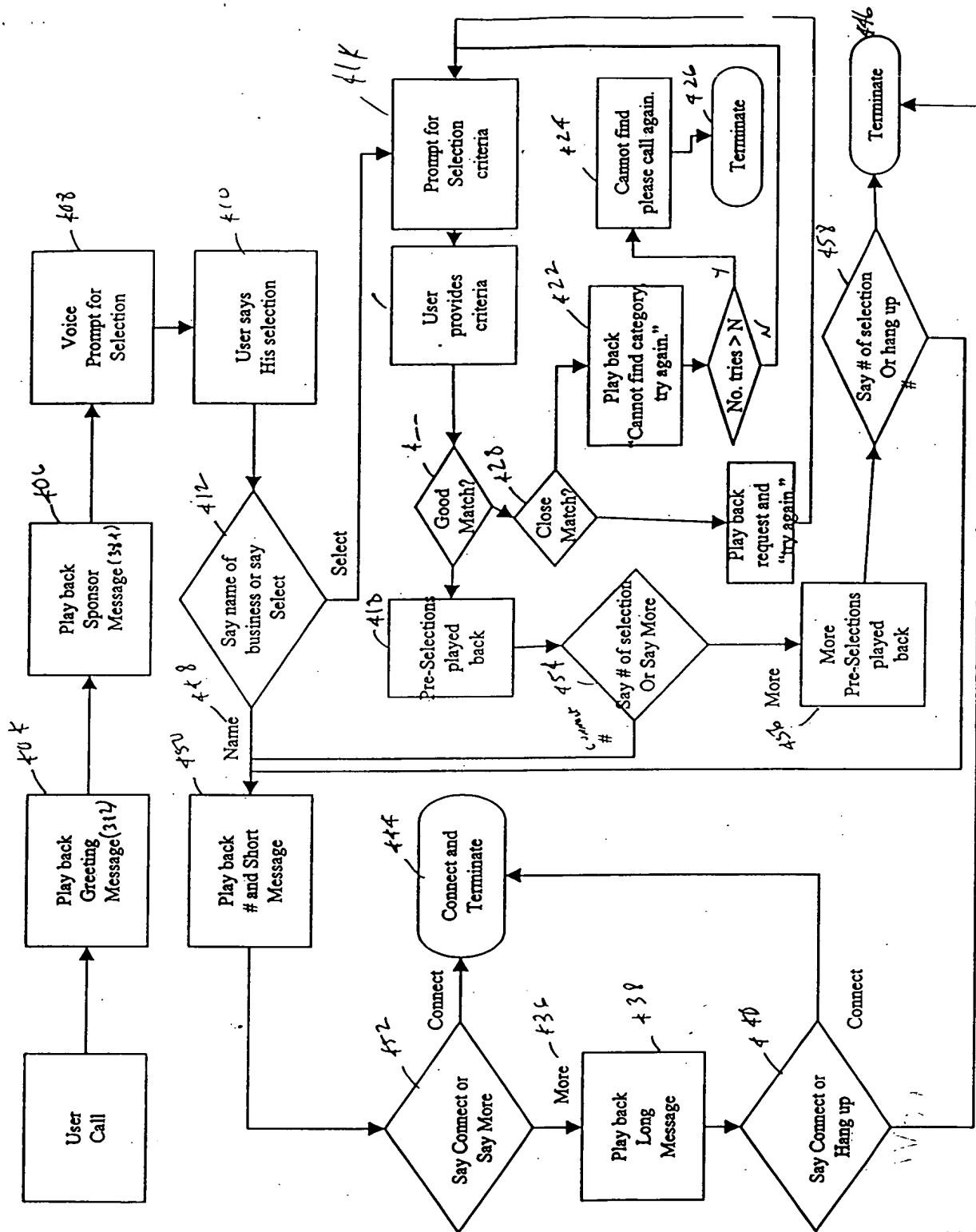


Fig. 5

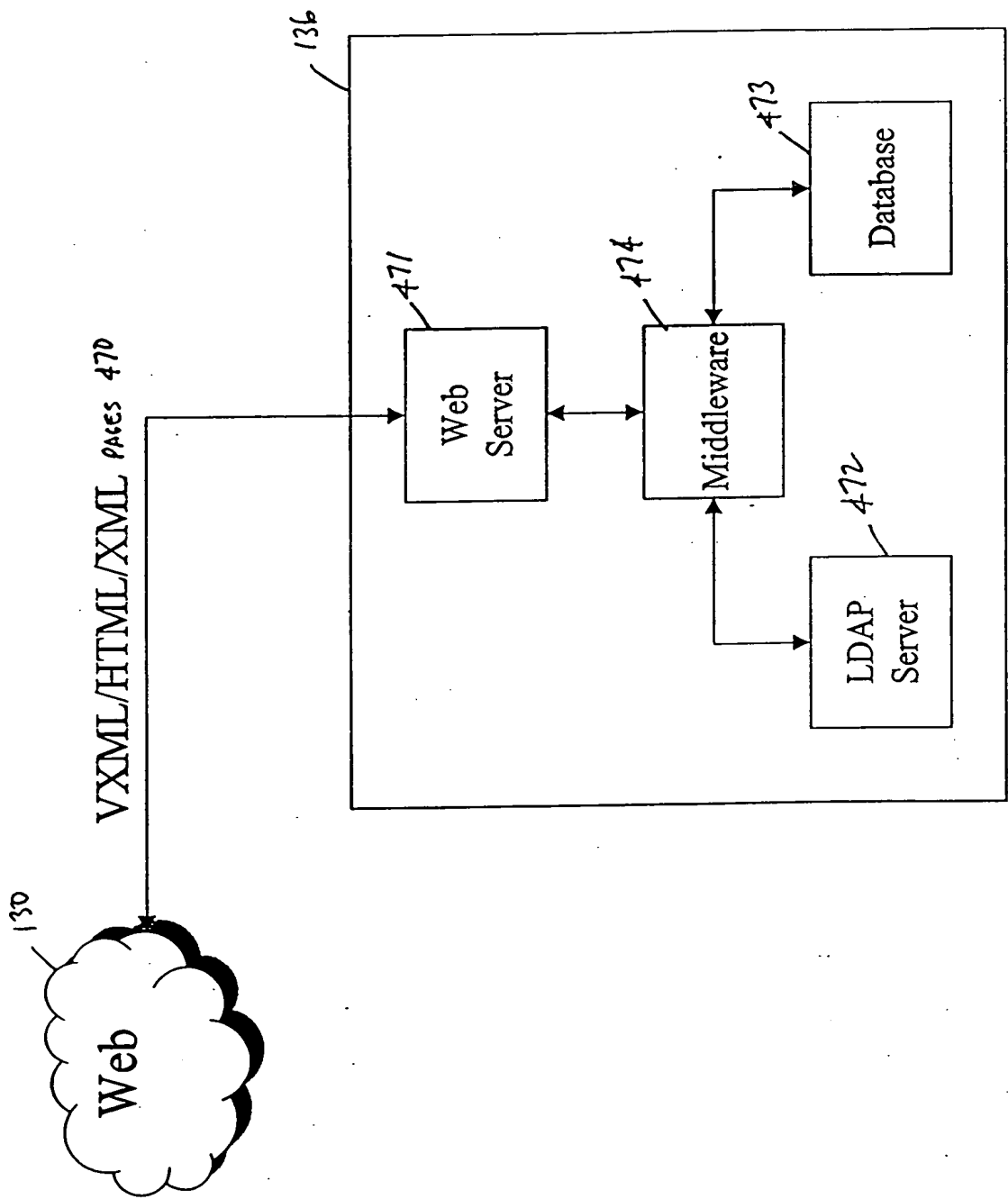
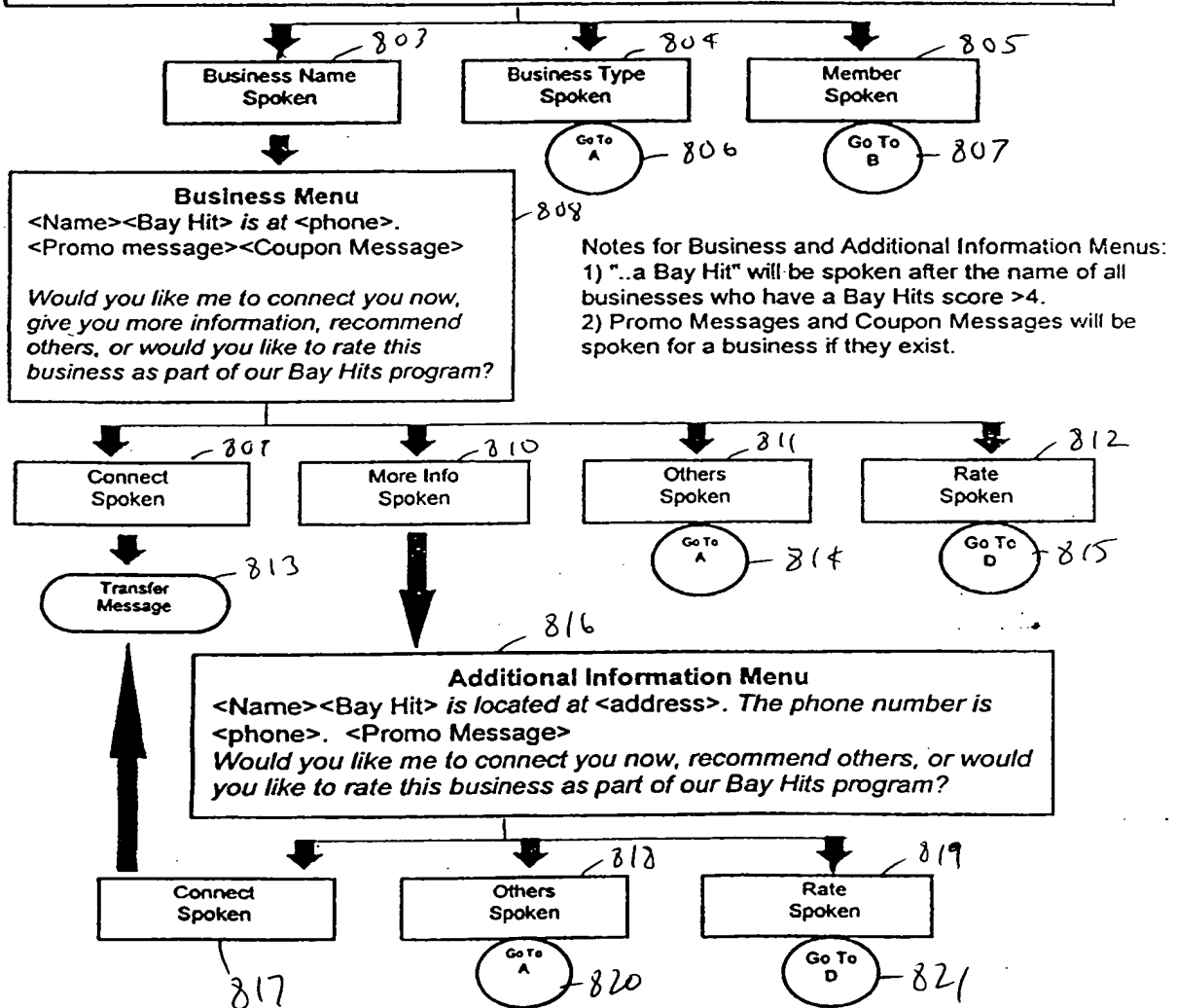


FIG. 6

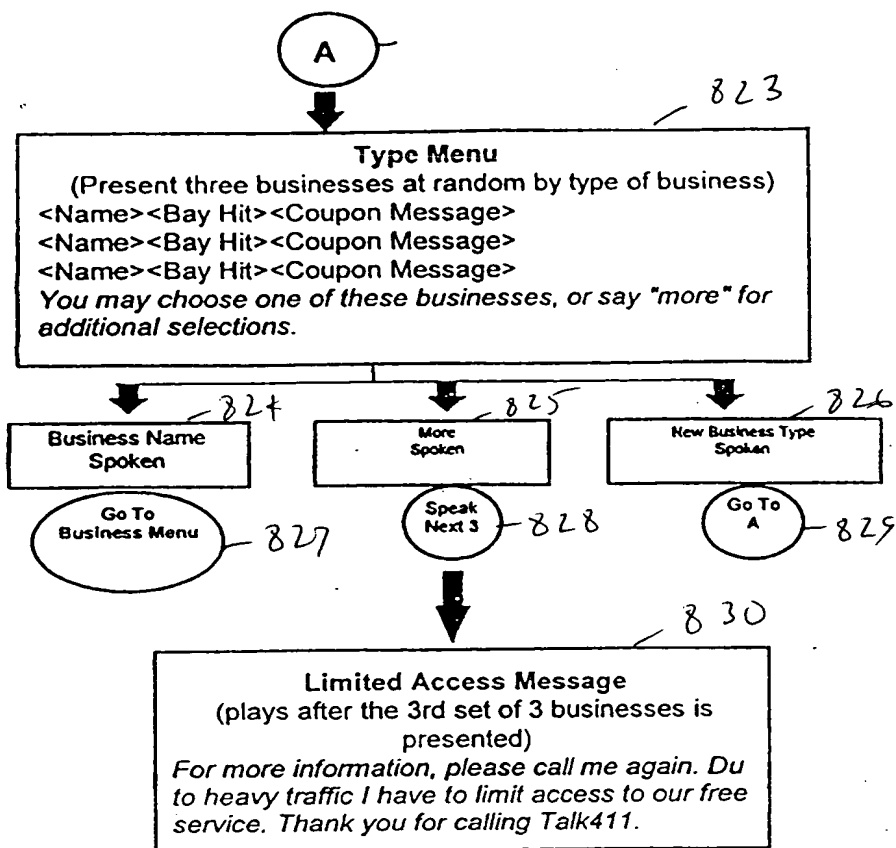
**Greeting Message**  
Hello, welcome to Talk411. I am your local business guide to instant savings. Please speak clearly. You can cut me off anytime. You can also bypass my prompts by saying some keywords such as member, coupons, or BayHits.

**Main Menu**

*If you want me to find a business for you, say the name or type of business. You may also ask for coupons or a list of Bay Hits businesses for a particular type of business by saying something like "Pizza Coupons" or "Bay Hits Restaurants". If you are a member, just say "Member".*



**FIG. 7A**



Notes:

- 1) If the caller has selected the modifier "Bay Hits", only businesses with the Bay Hits designation (Bay Hits rating >4) will be presented.
- 2) If the caller has selected the modifier "Coupons", only businesses with Audio Coupons will be presented.
- 3) <Bay Hit>, <Coupon Message> and <Promo Message> are only played if they exist. The demonstration will include a <Promo Message> for each business, but only some businesses will have a <Coupon Message> or be rated highly enough to be a <Bay Hit>.
- 4) A maximum of 9 businesses will be spoken, including the original 3.

FIG. 7B



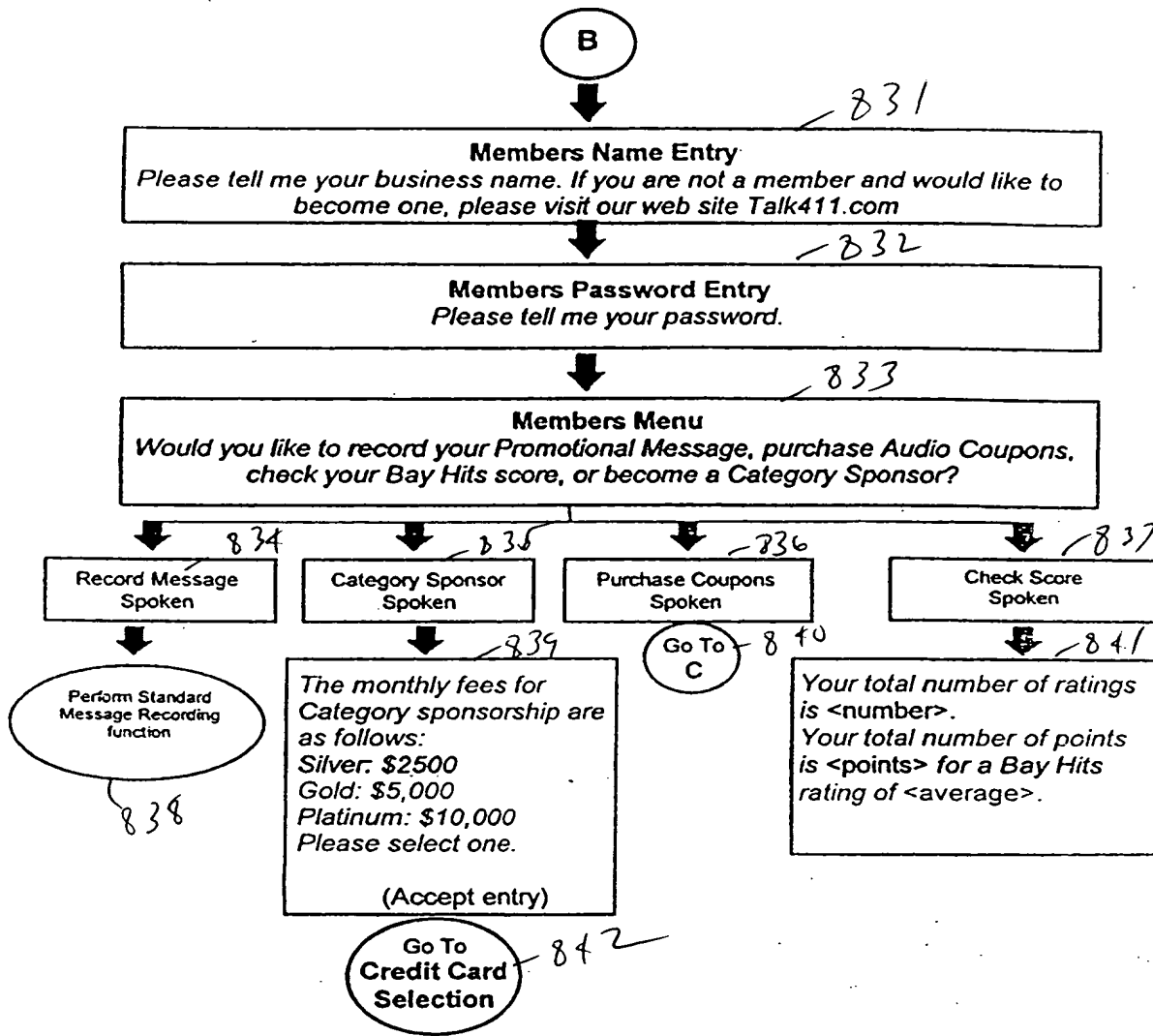


FIG. 7C

00015555 032601  
109220 85297.80

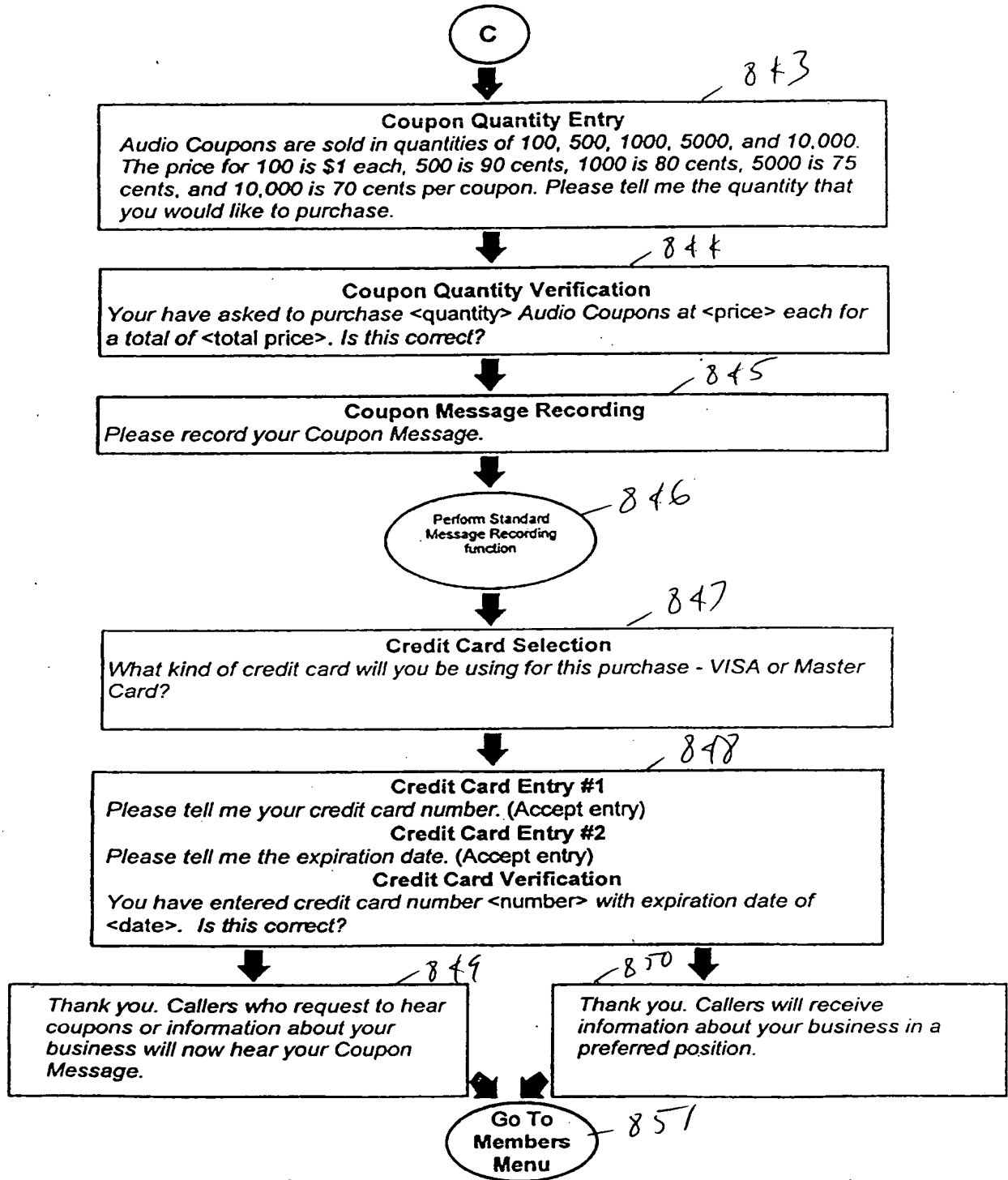
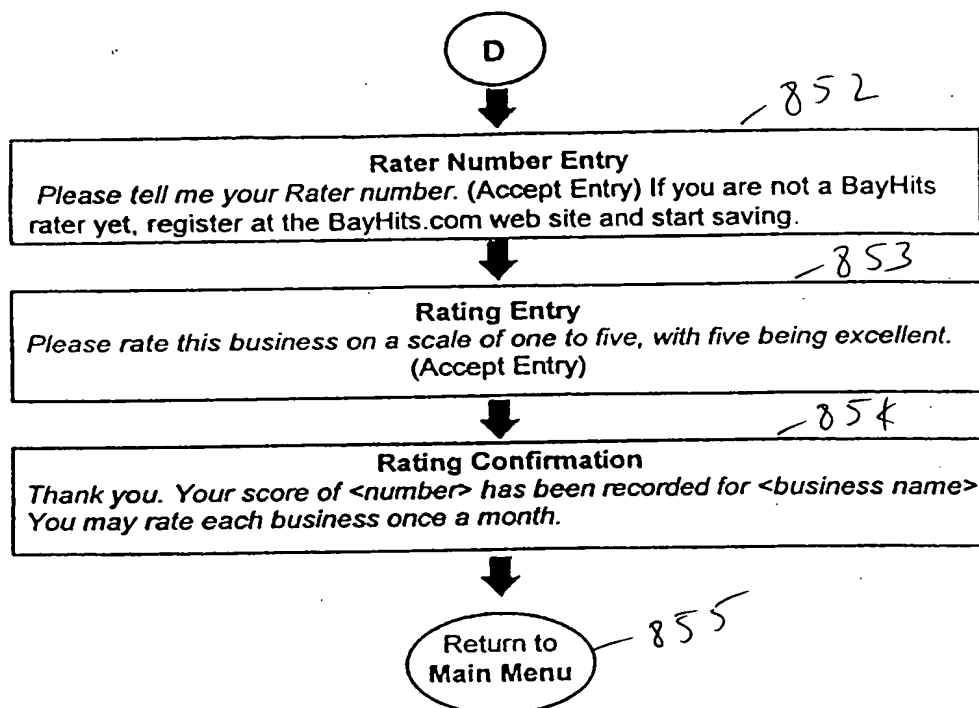


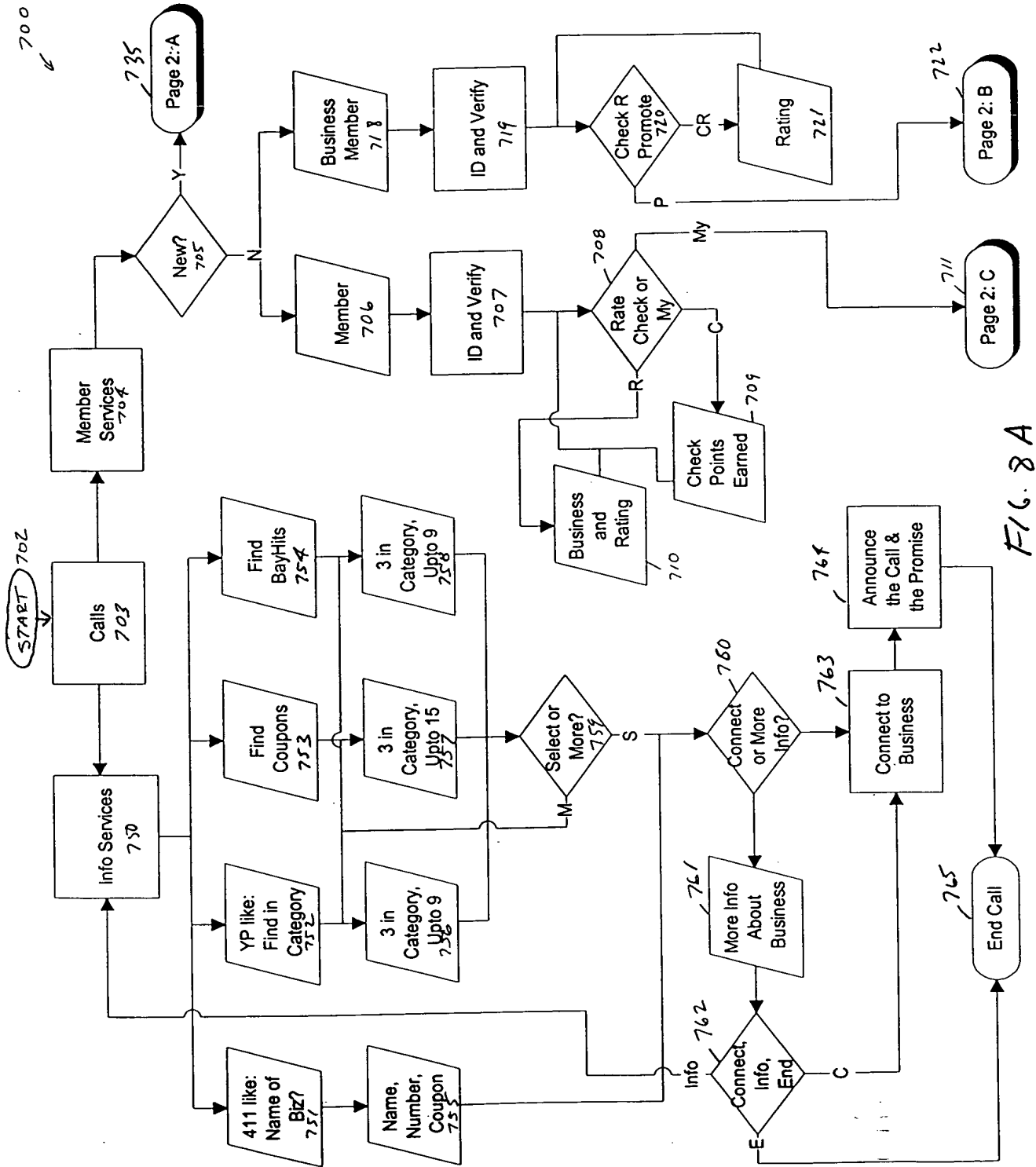
FIG. 7D

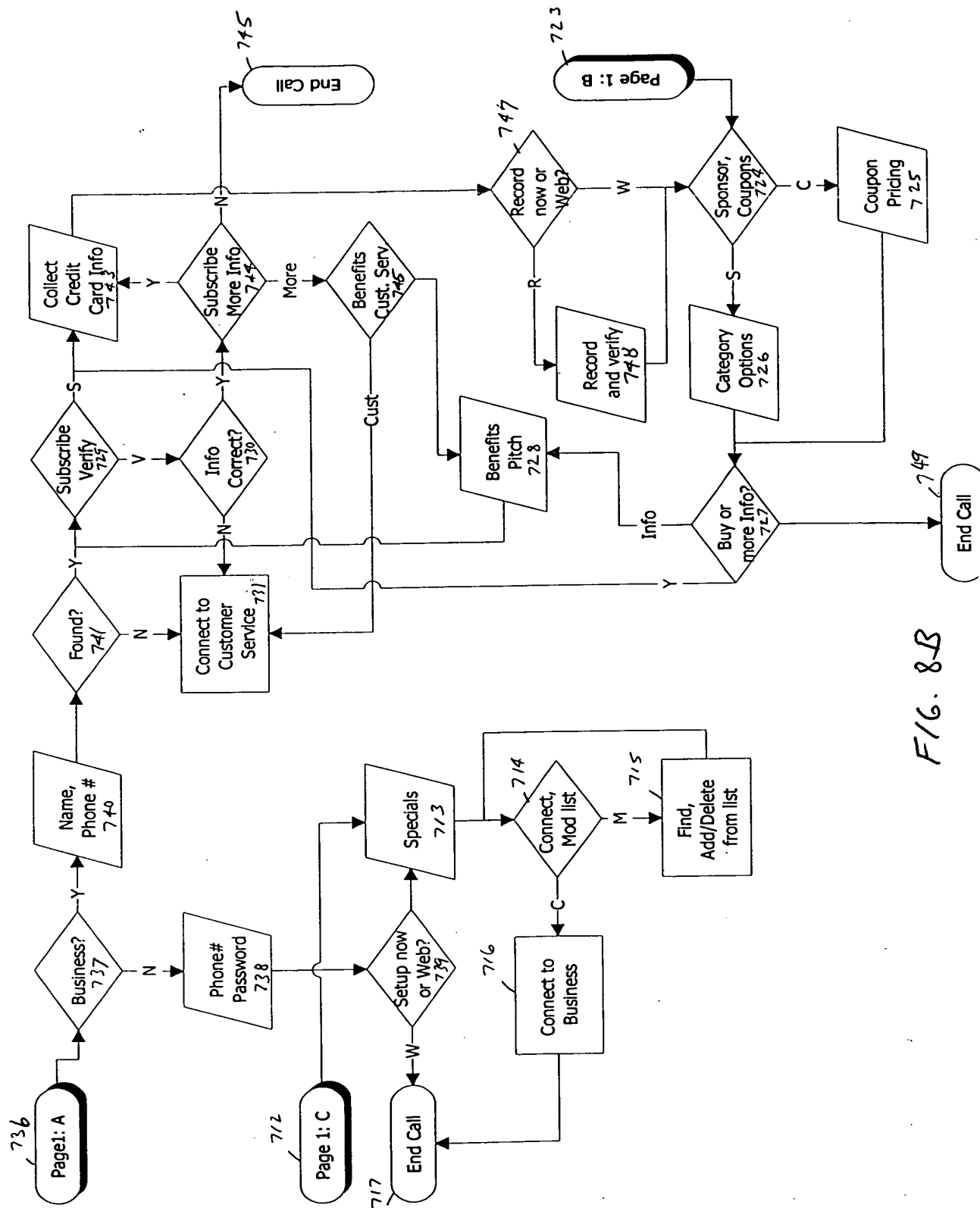


Notes:

- 1) In the demo software, no verification will be performed to insure that the Rater has only rated a particular business once a month.
- 2) Rater Number will be a 5-digit numeric number.

FIG. 7E



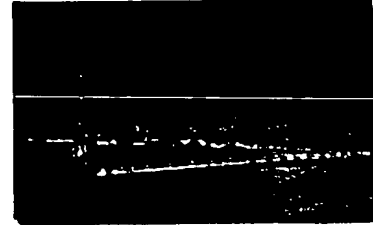


# Talk 411 Directory

[Find A Business](#)[Search By Type](#)[BayHits!](#)[Coupons](#)[Members](#)

## Businesses with Coupons

Attorneys-Bluer & Zlotoff	▲
Auto Parts-New Dimensions	▲
Auto Repair & service-California Auto Center	▲
Chinese Restaurant-China Stix	▲
Hamburger Restaurant-In & Out Burger	▼

[Find A Business](#)

F16.9

0010228 092604  
105220 85261860

## Talk 411 Directory

Find A Business

Search By Type

BayHits!

Coupons

Members

### California Auto Center

Phone: (408) 998-5955

521 W. San Carlos, Near Bird Street  
San Jose

Specialty: Free towing with repairs

Buy one, get one free if you mention Talk411!

Other Auto Repair & service

A  
Bayhit!

Rate  
Me

F16. 10

09818258 032501  
105220 052287860

# Talk 411 Directory

[Find A Business](#)[Search By Type](#)[BayHits!](#)[Coupons](#)[Members](#)

## Welcome, La Milpa Mexican Restaurant

Please Select an Option

☒ Purchase Coupons  ,000 Quantity @ \$0.50 each

☐ Edit Coupon Message

☐ Check BayHits! Score

FIG. 11

10920 83251.00



# Talk 411 Directory

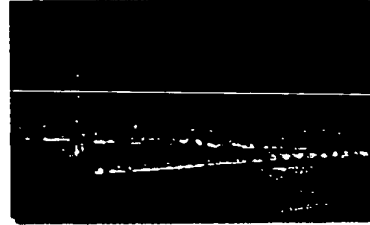
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## Member Login

Enter your Member ID Number:

Enter your Password:

Click Submit to Continue



00019258 032801

FIG. 12

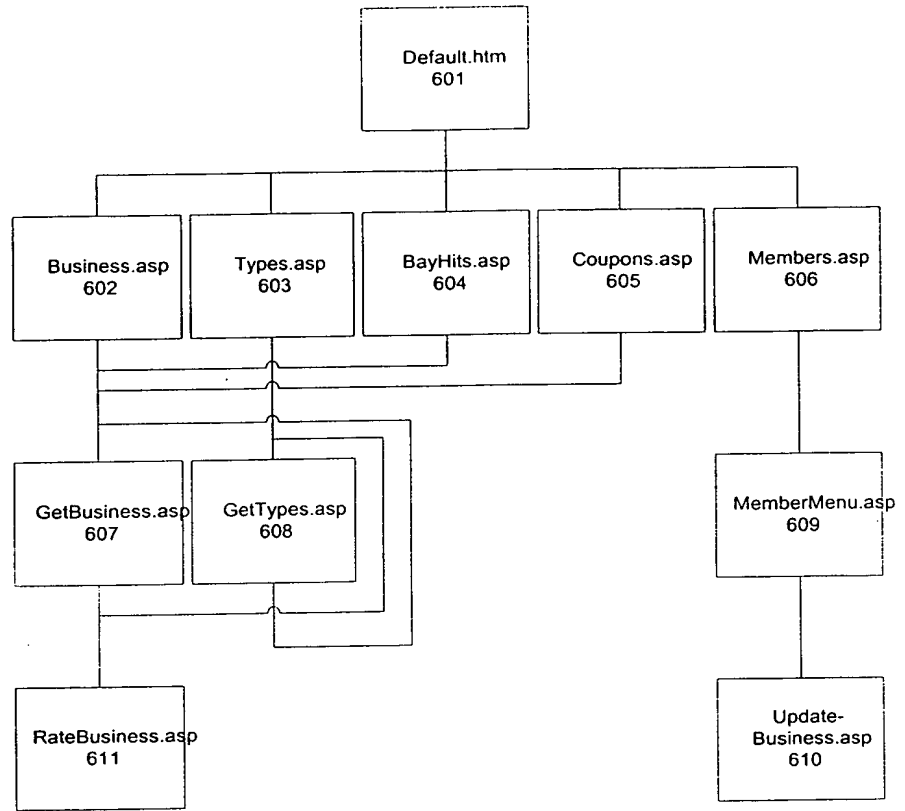


FIG. 13